

1. (Amended) An electronic publishing system, comprising:

a data collection interface for collecting user data from users of a plurality of websites;

a database for separately storing the collected user data for each website;

a publisher interface that allows a publisher for each website to create a message

specification associated with the publisher's website, wherein the publisher interface includes:

a mechanism for selecting a template from a plurality of templates;

a mechanism for inputting information;

a mechanism for designating a recipient criteria;

a scheduling mechanism for establishing a delivery time; and

a message builder that accesses a server and generates a message for delivery to a targeted group of users of each website based on the message specification created by the publisher for each website.

13. (Amended) A program product stored on a recordable media for electronically publishing information, comprising:

a system for separately storing user data collected from users of each of a plurality of websites;

a publishing system, wherein the publishing system allows a publisher of each website to create a message specification associated with the publisher's website, including:

a system for inputting information;

a system for selecting a template from a plurality of templates in which the information will be displayed;

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a system for designating a recipient criteria; and  
a system for designating a time of delivery.

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17. (Amended) A computer system for electronically publishing information, comprising:

a processor;

a computer system memory;

an interface; and

a software product stored on the computer system memory and executable by the

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processor, wherein the software product comprises:

a system for separately storing user data collected from users of each of a plurality  
of websites;

a publishing system, wherein the publishing system allows a publisher of each  
website to create a message specification associated with the publisher's website, and includes:

a system for inputting information;

a system for selecting a template from a plurality of templates;

a system for designating a recipient criteria; and

a system for designating a time of delivery.

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21. (Amended) A method of electronically publishing information, comprising the following

steps:

collecting user data from users of a plurality of websites with a user data collection  
interface;

separately storing the user data for each website in a database;

providing a publisher interface system, wherein a plurality of publishers can create a

message specification by:

inputting information, wherein the information includes story content and advertisements;

selecting a template from a plurality of templates;

designating a recipient criteria; and

designating a time for delivery.

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26. (Amended) A method for electronically publishing information, comprising the following steps:

accessing a detail window to designate message details, including:

selecting a time for delivery for the information;

selecting a template from a plurality of templates;

accessing a news window to input the information and designate news details, including:

selecting a title for the information;

entering story content into a text box; and

selecting a target recipient criteria from demographic information collected from a group of possible recipients.

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